PERCEPTION PROCESS AND STEREOTYPES

Overview

- Elements of perception
- Perceptual shortcuts
- Relationships between stereotype and perception
- Strategies to correct inaccurate perceptions

Perception

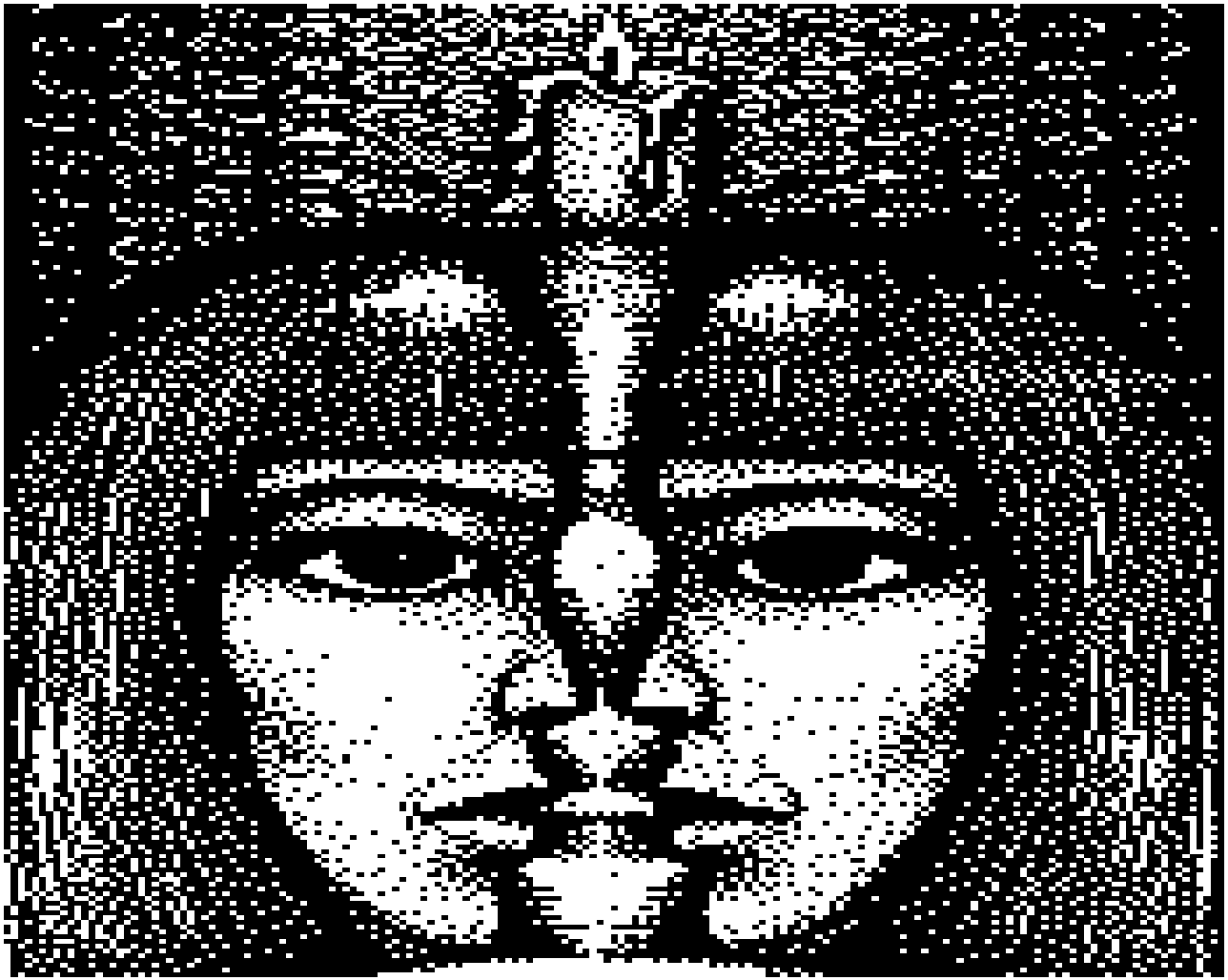
The procedures by which we try and interpret information about the environment that surrounds us.

What do you see?

What do you see?

What do you see?

What do you see?



What do you see?

What do you see?

Count the …

Feature films are the result of years of scientific study combined with the experience of years

Perception

- **Not always based on a true picture of reality**
- **Our perceptions are our reality**

Elements of Perception

- **Raw data**
- **Mental process**
- **Interpretation of our experience**

Perceptual Shortcut

- **New information with old information to make a quick deduction……**
  - **First impression**
  - **Viewing people as a constant**
  - **Blaming the victim**
  - **Halo effect**

Stereotypes

- An exaggerated belief associated with a category

Characteristics of Stereotypes

- Fixed rigid ideas
- Associated with a group or category
- Not supported by evidence
- Can be favorable or unfavorable
- Driven by motive

Sources of Stereotypes

- Socialization process
- Books
- Mass media
- Educators and public officials

Perception / Stereotype

- **Rationalizations that allow us to justify behavior**
  - **Accept / reject certain groups or situations**
  - **Selectively maintain our thinking about a group or category.**

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Strategies to Correct Inaccurate Perceptions

- Acceptances of differences
- Active listening
- Own your behaviors
- Use the feedback process

Summary

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